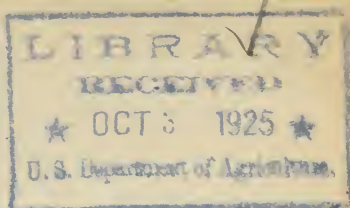


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COKER'S PEDIGREED COTTON SEED

Spring



1926

REGISTERED
THE GUARANTEE
OF QUALITY

Coker's Pedigreed Seed Company

OPERATING THE PEDIGREED SEED BREEDING AND EXPERIMENTAL FARMS

Hartsville, South Carolina

There are thousands of experts all over the world engaged in the business of testing animals and propagating from those of proved quality whereas there are only a few men engaged in the work of testing plants and propagating those of proved superiority, although plant products are of far greater value than animal products. Agriculture will never reach the point of efficiency and profitableness which it should reach until the simple principle is recognized and put into general practice that single superior plants must be sought out, propagated and their seed universally used. Our business is to originate new varieties in this way. They are the very best that science can produce and are worth many millions to Southern agriculture.

AN INVITATION

There is a great difference in the yield of different varieties of cotton.

There is a great difference in the yield of different strains of the same variety of cotton.

There is a great difference in the yield of high germinating and low germinating seed.

There is a difference in the yield of seed grown under good conditions and those grown under poor conditions.

These facts make it essential to the success of the cotton planter to carefully investigate varieties and seed sources.

It is our business to discover, propagate and distribute the most productive strains of the most productive varieties. Our seed are raised under good conditions and are then screened and tested for germination.

Nothing is more important to the success of the farmer than to have good seed of the best strain of the variety which will make him the biggest yield and the best quality.

You can get some idea of the variety you want from reading the catalogs of honest plant breeding seedsmen. You can get a far better idea, however, by seeing the varieties growing side by side in variety tests, and by observing them in large fields under farm conditions.

You would not risk buying a piece of property you had not seen, and yet many farmers risk their financial future by buying varieties of seeds of which they have only read a brief description.

We want you to come to Hartsville in September and let us show you several wonderfully productive new strains of cotton growing side by side with many other varieties and strains. We want to talk to you about your seed requirements and to advise you as to the variety which will best suit your condition. We have strains of Cleveland, Deltatype, Foster and Express which are far ahead of anything yet offered. We have a wilt resistant cotton of 1 1-16" length that in high production and wilt resistance is by far the best variety we know of for wilt land. Our Express strain is also extremely wilt resistant.

We can show you these and many others in our variety tests. Our plant-to-row tests, comprising many hundreds of rows, each from a different select plant, are a big lesson in profitable agriculture.

With the best strains of seed and by using good methods of culture, fertilizing and weevil control, we produced a full average cotton crop last year, although the season was the wettest on record and the boll weevil was abundant in August. Our county made scarcely 40% of an average. This year we also have splendidly fruited cotton.

Come to see us right away and let us help you to increase your farm profits.

COKER'S PEDIGREED SEED CO.

HARTSVILLE, S. C.



WE WILL PAY ONE HUNDRED DOLLARS FOR THE BEST NAME FOR OUR NEW WILT RESISTANT COTTON

We have bred this cotton under the breeding number "W-101-3-3". It has the following characters:

PLANT—Vigorous

SEASON—Early

TYPE—Open growing, thin foliage,
flat topped, spreading, with
few vegetative branches,
rather dwarfed

STAPLE—1 1-16"

LINT PER CENT—35.0

BOLL SIZE—69 to 73 per lb

SEED—Mostly small, almost lintless,
milling value very high

CONTENT OIL—High, 47 to 52 gals.
per ton

CONTENT MEAL—High, 1025 to
1287 lbs. per ton of 7% am-
monia meal

The origin of this cotton traces back to a selection numbered W-101 that was grown in a small increase block in 1918 on a very badly wilt and nematode (root knot) infested soil. The infestation on this plot was very heavy and uniformly distributed. Only two plants in the plot produced a full crop and showed no sign of either wilt or root knot.

The seed of these two plants, W-101-3 and W-101-4, were planted with other selections in a Plant-to-Row test on wilt land in 1919. W-101-3 was the most striking progeny in the breeding plot. It was wilt resistant, early and very prolific.

In 1920 this row was planted on the farm of Mr. B. W. Segars of Dalzel, Lee county, S. C., where it attracted much attention. That fall a large number of the most striking plants were selected and planted on wilt land in Plant-to-Rows in 1921. The best of these rows were saved separately and planted in increase blocks in 1922, seed of each being planted in variety test on wilt land.

W-101-3-3, the third selection from W-101-3, proved to be superior in earliness, yield, and money value to all others. Hence it alone was saved. We have continued to increase and test this cotton, and find it to be a most remarkable cotton. It is almost 100% wilt resistant, and by far the most productive wilt resistant cotton we have ever tested—making a high yield on both wilt and non-wilt land, and is good for any condition. Besides, its staple (1 1-16") commands a good premium on staple market, and its high oil and meal content make it extremely valuable to oil mills.

This cotton is being grown for us on farms, managed by officers of our company, at Ocilla and Redland, Ga., and upon the farms of W. A. Sumner and W. W. Sumner, of Hartsville, S. C., and B. W. Segars, Dalzel, S. C. All these farms are badly infested with wilt, but this cotton is producing a big crop on every one of them with scarcely a wilt plant, even upon the spots worst infested with both wilt and root knot.

This cotton will be a tremendous money-maker for all who have wilt infested land, and we advise all such to come to Hartsville and see it growing vigorously on badly wilt infested land, side by side with rows of other cottons, practically all of which have succumbed to the wilt.

PRICES: Per bushel of 30 lbs., \$2.85; ton lots, \$2.70 per bushel; 15 ton lots, \$2.55 per bushel. Per bag (100 lbs.), \$9.50; ton lots, \$9.00 per bag; 15 ton lots, \$8.50 per bag, f. o. b. Hartsville, S. C., Jackson, Miss., or Memphis, Tenn.



\$100.00

Our new wilt resistant cotton, which we have described on preceding page, deserves an attractive name which in some way describes its qualities. We have decided to offer \$100.00 for the best name which reaches us by noon, October 1st. During the afternoon of that day, the officers of our company will meet and select the name submitted which appeals to them as best suited to the variety, and will immediately send our check for \$100.00 to the party submitting that name. If the successful name is submitted by more than one party, the check will be divided among all those submitting it. Names must be submitted in sealed envelopes with name and address of party and enclosed in another envelope for mailing. These envelopes will not be opened until the afternoon of October 1st. No one connected with our organization, or related in any degree to the officers or stockholders of our company, will be allowed to submit names for this cotton.

While not a condition for winning the prize, we feel that every contestant should see this cotton, either at Hartsville or on one of the farms upon which it is growing, for otherwise no adequate idea can be had of its tremendous value to the cotton industry.

We do not agree to use any of the names submitted if none of them appeals to us as suitable, but we do agree to select the one which comes nearest to pleasing us and pay for it.

PEDIGREED COKER-CLEVELAND

STRAIN NO. 5

(A NEW STRAIN)

TYPE—Medium open

VIGOR—Excellent

**BOLLS—Large—58 to pound, round,
ovate, pendent**

STORM RESISTANCE—The best

LINT PER CENT—35 to 38

STAPLE—1 1-16", excellent character, uniform, strong, wiry

PICKING QUALITIES—The best

DESCRIPTION

Plants unusually vigorous, medium open in type, with from two to four basal branches; main stem more prominent than in parent Cleveland; fruit thickly set on medium short fruiting branches; bracts large, long-toothed, curled; squares long and very conspicuous; leaves long stemmed, deeply lobed with tendency to turn up at edges permitting sunlight to enter; bolls large, 58 to pound, round ovate, long stemmed, turning downward—picks easily; more storm resistant than any other Cleveland; lint 1 1-16" full in length, of excellent character, uniform, strong and wiry; per cent of lint from 35 to 38, depending on weather conditions, day of blooming.

Coker-Cleveland Strain 5 is not only the most productive strain of Cleveland we know of, but is more productive than any variety we have tested it against. It comes from a superior prepotent blood line. Its grandparent was the leader in yield of 154 Cleveland plant-to-rows in 1921, producing 1745 lbs. of seed cotton per acre. The most striking plants were selected from this row and tested in plant-to-rows in 1922. Selection No. 9, the parent of our Cleveland Strain 5, produced 21% more seed cotton than the next highest yielding selection.



PEDIGREED COKER-CLEVELAND STRAIN NO. 5 (Cont'd)

Running true to form, Strain 5 led all cottons in yield in our large variety test of 93 varieties and strains in 1923, which was a dry year. In the increase block the same year it produced over a 500-pound bale per acre. In 1924, which was the wettest year on record here, Strain 5 ranked third in total yield, producing 2003.8 lbs. of seed cotton per acre, being led only by two of our more recent selections of related blood which are not yet ready for distribution.

Coker-Cleveland Strain 5 in our tests has produced more seed cotton per acre and more lint cotton per acre than any commercial variety tested, and we believe it to be the very best strain of Cleveland yet offered.

A glance at the following table will show how Strain 5 compares with other good Clevelands.

VARIETY	1923		1924	
	Lbs. Seed	Lbs. Lint	Lbs. Seed	Lbs. Lint
	Cotton Per A.	Net Per A.	Cotton Per A.	Net Per A.
Coker-Clev. Str. 5.....	2399.8	859.1	2003.8	707.3
Wannamaker Clev.	2167.5	812.9	1640.8	600.5
Coker-Clev. Str. 4.....	2334.5	845.1	1880.3	671.3

	Average 1923-24		
	Lbs. Seed	Lbs. Lint	Avg. Value
	Cotton Per A.	Net Per A.	Seed & Lint Per A. 1923-4
Coker-Clev. Str. 5.....	2201.8	783.2	\$ 255.48
Wannamaker Clev.....	1904.2	706.7	186.90
Coker-Clev. Str. 4.....	2107.4	758.2	199.97

Reasons why we consider Coker-Cleveland Strain 5 superior to all short cottons we know of:

- 1 It has produced more pounds of seed cotton per acre
- 2 It has produced more pounds of lint cotton per acre
- 3 It brings a good premium over 7-8 to inch cotton
- 4 It has produced more dollars per acre than any other cotton of its length or shorter length.
- 5 The bolls are large, 53 to 60 per pound
- 6 It is the most storm resistant cotton we know of. The bolls hang down, the bracts fitting tightly over the locks give excellent protection from rain and storms.

PRICES: Per bushel of 30 lbs., \$2.85; ton lots, \$2.75 per bushel; 15 ton lots, \$2.65 per bushel. Per bag (100 lbs.) \$9.50; ton lots, \$9.17 per bag; 15 ton lots, \$8.83 per bag, f. o. b. Hartsville, S. C., Jackson, Miss., or Memphis, Tenn.



PEDIGREED COKER-CLEVELAND STRAIN NO. 4

STAPLE—7-8" to 1"

SIZE OF BOLL—60 to 63 to lb.

PICKING QUALITY—The best

TYPE—Spreading, flat-topped, very prolific

PER CENT LINT—38

A new short staple strain of Cleveland Big Boll offered first by us in spring of 1925, next to our Strain No. 5 is more productive than any other short staple cotton that it has been tested against. It has been bred especially for high yield, vigor, lint per cent, uniformity, and strength.

This strain is descended from a strikingly productive plant-to-row of Cleveland. In the original test it produced at the rate of 2379 pounds of seed cotton that ginned 38.35 per cent lint, producing 912 pounds of lint per acre net. In a variety test in 1921 it surpassed by far all other strains of Cleveland and produced more lint cotton per acre than any other variety or strain in the test. This test included eighty-two varieties and strains of the best long and short cottons. In 1923, in a test that included ninety-three varieties and strains of both long and short cotton, it produced 2334 pounds of seed cotton per acre, ranking third in total seed cotton produced, being led only by our Deltatype No. 3 and Cleveland Strain No. 5.

In our 1924 variety test Strain No. 4 produced 1880.3 pounds of seed cotton per acre. Wannamaker-Cleveland in the same test produced 1640.8 pounds of seed cotton. To the many growers of Cleveland cotton throughout the cotton belt we recommend this strikingly productive strain of Cleveland.

PRICES: Per bushel of 30 lbs., \$2.50; ton lots, \$2.40 per bushel; 15 ton lots, \$2.30 per bushel. Per bag (100 lbs.), \$8.33; ton lots, \$8.00 per bag; 15 ton lots, \$7.67 per bag, f. o. b. Hartsville, S. C., Jackson, Miss., or Memphis, Tenn.

PEDIGREED COKER-CLEVELAND STRAIN NO. 3

STAPLE—15-16" to 1 1-16"

BOLL SIZE—Large, 64 to 69 to lb.

PICKING QUALITY—The best

SEASON—Early

TYPE OF PLANT—Medium open, spreading, flat top

LINT PER CENT—37 to 39

This strain of Cleveland is a great improvement over any previous strain of Cleveland we have had in tests. It is a sixteenth inch longer than the parent strain, a week earlier and is more open in type. In increase block in 1921 it was by far the most striking of any. The plants were low spreading in type and set a splendid crop in spite of heavy infestation of boll weevil. It produced on this plot 1580 pounds of seed cotton per acre or at the rate of 613 pounds of lint.

In 1922 when this county made only one-fourth of a crop we had fourteen acres planted in Strain No. 3. It was on an average soil and surrounded by woods and with the very rainy season it was impossible to control the weevils during the latter part of the season. The fourteen acres produced twelve bales, averaging 515 pounds each. In 1923 some crops produced one and a quarter bales per acre. In 1924, the wettest year on record for this section, Strain No. 3 made excellent yield. Reports have been received of excellent yields this year.

PRICES: Per bushel of 30 lbs., \$2.00; ton lots, \$1.90 per bushel; 15 ton lots, \$1.80 per bushel. Per bag (100 lbs.), \$6.67; ton lots, \$6.33 per bag; 15 ton lots, \$6.00 per bag, f. o. b. Hartsville, S. C., Jackson, Miss., or Memphis, Tenn.



COKER'S PEDIGREED DELTATYPE WEBBER STRAIN NO. 4

(A NEW STRAIN)

DELTATYPE, THE BEST OF ALL LONG STAPLE COTTONS
DELTATYPE STRAIN NO. 4, THE BEST OF ALL DELTATYPES

SEASON—Early

PLANT—Erect, medium open in type, with beautiful long fruiting branches, vigorous, prolific, leaves medium small, dark green, drought resistant.

BOLLS—Large, 59 to 63 to pound

HULL—Thick, fibrous, hardening quickly, offering much resistance to boll weevil puncture.

STAPLE—1 5-16" to 1 3-8", uniform, strong, silky

LINT PER CENT—32.8 to 34.0

PICKING QUALITY—Good

STORM RESISTANCE—Excellent

MONEY VALUE—Highest

All of our Deltatype Webbers are good cottons. No other 1 1-4" to 1 3-8" variety that we have been able to find compares with them either in production or in net returns per acre. They average as productive as the best short cottons, and when properly grown and handled no variety pays as well.

Strain No. 4 is the fourth strain of this valuable variety that we have offered. Each new strain is superior to the previous strains in that it produces more net dollars per acre, which is the final and only measure that we should use, as we are all farming for profit.

The following table shows the 1924 variety test record of all our Deltatype strains:

VARIETY NAME	Avg. Yld. Seed	Avg. Yld. Lint	Avg. Value Seed & Lint Per Acre
	Cotton Per A.	Per A. Net	
Deltatype Strain 1	1557.3	496.8	\$170.00
Deltatype Strain 2	1720.6	542.0	189.96
Deltatype Strain 3	1811.4	570.6	209.55
Deltatype Strain 4	1847.7	606.0	227.08
Delfos 6102	1702.5	563.5	181.24
Coker-Cleveland Strain 4....	1880.3	671.3	185.96
Wannamaker-Cleveland	1640.8	600.5	165.53
Coker-Cleveland Strain 5....	2003.8	707.3	214.28

This table proves our statement that all Deltatype Webbers are good. It further proves that each succeeding strain is better than the previous strain.

We would like to show you this cotton growing on our farms in large fields and in the variety tests.

PRICES: Per bushel of 30 lbs., \$3.50; ton lots, \$3.25 per bushel; 15 ton lots, \$3.00 per bushel. Per bag (100 lbs.), \$11.67; ton lots, \$10.83 per bag; 15 ton lots, \$10.00 per bag, f. o. b. Hartsville, S. C., Jackson, Miss., or Memphis, Tenn.



COKER'S PEDIGREED DELTATYPE WEBBER

STRAIN NO. 3

STAPLE—1 5-16" to 1 3-8"

HULL — Thick, fibrous, hardens quickly, offers much resistance to boll weevil puncture

LINT PER CENT—31.9 to 33.3

BOLL SIZE—Very large, 59 to 62 per pound

PICKING QUALITY—Very good

STORM RESISTANCE—Excellent

MONEY VALUE—High

TYPE OF PLANT—Very erect, medium, open, very vigorous and prolific

Deltatype Webber is, we believe, the most superior staple cotton ever introduced. It is the culmination of years of scientific breeding and we believe it to be the most prolific and profitable cotton ever produced. This year and every year that staples sell at normal premiums, it will put more money into the farmer's pocket than any other variety.

That "Blood Will Tell" is strikingly shown by the wonderful performance of our Deltatype Strain No. 3. A selection from our famous Deltatype Webber Strain No. 2, it has even in a more marked degree the many desirable qualities of the parent, namely, high yield, staple length, uniformity, strength, character, per cent lint, large boll, good picking quality, storm resistance, and resistance to weevil. This performance record shows it is the best long staple cotton ever bred, except for our Strain No. 4.

At the Georgia Experiment Station at Experiment, Ga., in 1924, in a test of 25 varieties, Deltatype No. 3 led in seed cotton yield producing 58 pounds of seed cotton per acre more than the next highest variety. At the Pee Dee Experiment Station at Florenc, S. C., in a test of 20 varieties, on which only two pre-square applications of sweetened poison were used as weevil control, Deltatype No. 3 produced 1680 pounds of seed cotton per acre. Dixie Triumph, the highest in the lot, produced 1687½ pounds seed cotton per acre and Lightning Express Strain No. 4, the next highest, produced 1686.4 pounds per acre.

PRICES: Per bushel of 30 lbs., \$2.50; ton lots, \$2.40 per bushel; 15 ton lots, \$2.30 per bushel. Per bag (100 lbs.), \$8.33; ton lots, \$8.00 per bag; 15 ton lots, \$7.67 per bag, f. o. b. Hartsville, S. C., Jackson, Miss., or Memphis, Tenn.



COKER'S PEDIGREED DELTATYPE WEBBER STRAIN NO. 2

STAPLE—1 5-16" to 1 3-8"
PER CENT LINT—31.5 to 33.3
HULL—Thick, fibrous, offers much resistance to boll weevil puncture

BOLL SIZE—Large, 60 to 65 per lb.
PICKING QUALITY—Very good
TYPE—Erect, very prolific, medium open
MONEY VALUE—Highest

Next to our Deltatype Webber Strains Nos. 3 and 4 our Deltatype Webber Strain No. 2 (bred by us and introduced first in spring 1924) is, we believe, the best staple cotton ever bred, judging by its continuous performance both in tests and in increase fields.

PRICES: Per bushel of 30 lbs., \$2.00; ton lots, \$1.90 per bushel; 15 ton lots, \$1.80 per bushel. Per bag (100 lbs.), \$6.67; ton lots, \$6.33 per bag; 15 ton lots, \$6.00 per bag, f. o. b. Hartsville, S. C., Jackson, Miss., or Memphis, Tenn.

PEDIGREED COKER-FOSTER STRAIN NO. 1 (A NEW COTTON)

A SELECTION FROM DELFOS 6102

SEASON—Very Early
PLANTS—Very open in type, low spreading, flat topped, with long slender fruiting branches
LEAVES—Small, medium light green in color, almost smooth

STAPLE—1 3-16" to 1 1-4", uniform strong, of good character
PER CENT LINT—33.3 to 34
BOLLS—Long ovate, slightly pointed, medium size, 72 to lb.
PICKING QUALITY—Excellent
STORM RESISTANCE—Good

Coker-Foster Strain No. 1 is descended from the outstanding row in our 1921 Plant-to-Row test of Foster. It led the test with 2330 pounds of seed cotton per acre, stapled 1 3-16" to 1 1-4", and gave an average gin out turn of 35.3 per cent.

Coker-Foster Strain No. 1 is a selection from Delfos 6102 and they are almost identical in type. In Coker-Foster however, the plants have more vigor, the bolls are somewhat larger, the staple is longer, the production is higher.

Delfos 6102 is a good cotton, very productive, very early, very thin foilage, especially well adapted for planting on rich soils or on thinner soils well fertilized. Coker-Foster has all the good points of Delfos 6102 but is a better cotton, produces more cotton, higher net returns.

PRICES: Per bushel of 30 lbs., \$2.50; ton lots, \$2.40 per bushel; 15 ton lots, \$2.30 per bushel. Per bag (100 lbs.), \$8.33; ton lots, \$8.00 per bag; 15 ton lots, \$7.67 per bag, f. o. b. Hartsville, S. C., Jackson, Miss., or Memphis, Tenn.



COKER'S PEDIGREED HARTSVILLE NO. 20

(A NEW COTTON)

STAPLE—1 1-4" to 1 5-16"

PER CENT LINT—33.3

CHARACTER—The best

PICKING QUALITY—The best

BOLL SIZE—Large, 55 to 65 to lb.

STORM RESISTANCE—Excellent

RESISTANCE TO WEATHER

STAIN—Excellent

TYPE — Open, flat top, uniform,
striking

We are pleased to offer to our customers this year a new strain of our famous Hartsville variety that we designate Hartsville No. 20. The 20 signifies that twenty years of continuous pedigree breeding are behind it. Our President's first years in the field of plant breeding were devoted to the development of the Hartsville long staple cottons which he bred from the Jones Big Boll, a good short staple variety. He made a notable success with these cottons and during the past 23 years he has bred and introduced Hartsville Nos. 5, 7, 9, 11, 12, 14, 16, 19, and this year Strain No. 20, each new strain being better than the preceding.

Prior to the advent of the boll weevil no cotton produced better money crops than our Hartsville Nos. 11, 12, and 14. These cottons, however, required a long season to develop, hence under weevil conditions could not compete with the earlier long staple varieties, such as our Deltatype Webber.

We foresaw this condition and our plant breeders began breeding especially for earliness. Our Hartsville No. 19 descended from an early plant selected in 1920 and first offered in spring of 1925 is an excellent cotton. It is earlier and produces more under weevil conditions than any previous strain of Hartsville.

In No. 20, descended from Hartsville No. 19, we have made further improvements. No. 20 is earlier, more productive, and averages a higher lint per cent than the parent 19. We feel that this new strain will be welcomed by those who have grown the Hartsville cottons and are familiar with their many good qualities. This Strain No. 20 can be grown under weevil conditions without any misgivings.

The picking quality of the Hartsville cottons is superior to any other variety we know of. Pickers will gather 10 to 50 per cent more of this cotton than of any other standard variety that we know of and will gather less leaf. Hartsville usually makes good middling or better quality when other cottons are producing strict middling. This quality adds greatly to the value of this cotton. The grower of Hartsville can attract pickers when others can not get them and will produce the very highest grade of lint. The high grade, strength and uniformity of Hartsville cotton makes it desired by buyers over other standard varieties of staples. It is the easiest cotton to pick, handle and sell that we know of.

PRICES: Per bushel of 30 lbs., \$2.50; ton lots, \$2.40 per bushel; 15 ton lots, \$2.30 per bushel. Per bag (100 lbs.), \$8.33; ton lots, \$8.00 per bag; 15 ton lots, \$7.67 per bag, f. o. b. Hartsville, S. C., Jackson, Miss., or Memphis, Tenn.

**COKER'S PEDIGREED LIGHTNING EXPRESS****STRAIN NO. 5****(A NEW STRAIN)****EARLIEST — PROLIFIC — WILT RESISTANT****SEASON**—Earliest**PLANT**—Vigorous, open type, thin foliage, quick fruiting, strikingly wilt resistant**BOLLS**—Medium, 69 to 75 to pound, round ovate, hull fibrous, hardens quickly**STAPLE**—1 3-16" full to 1 1-4" full
excellent character, uniform, strong, wiry, best of all medium long cottons**PICKING QUALITY**—Excellent**STORM RESISTANCE**—Good**LINT PER CENT**—30 to 33.3**MONEY VALUE**—High**RECORDS MADE IN 1924 VARIETY TEST**

VARIETY NAME	1st Pick.	Yld. Per A.	Yield Per	Value Per A.
	Yld. Per A.	Seed Cotton	Acre Lint	Lint & Seed
L. Express Str. 5.....	1140	1916.6	582.6	\$194.17
Delfos 6102	893	1702.5	563.5	181.24
Express 433	835	1608.1	484.0	154.98
King	751	1452.0	502.4	138.31
Wannamaker-Cleveland ..	519	1640.8	600.5	165.53
Dixie Triumph	254	1325.0	449.2	125.78

Lightning Express Strain No. 5 is the earliest cotton we know of. It led all cottons in early pick in our 1924 Variety Test, producing 1140 pounds of seed cotton per acre at that picking. This test was planted on the 22nd of April and first pick made on 10th of September, or 141 days after planting. This quality makes it a very valuable cotton for planting in northern and southern limits of the cotton belt.

It is strikingly productive with unusual vigor, always standing high in yield.

The staple is a full 1 3-16" to 1 1-4" full in length and of best character, uniform, strong, and wiry.

The bolls open wide, fluff nicely, pick easily, yet storm resistant.

In addition, Lightning Express No. 5 is wilt resistant to a marked degree. In tests on badly wilt and nematode infested plots in 1924, Strain No. 5 actually showed more resistance than either Dixie or Dixie Triumph. This year on the same plot it is showing up equally as well, almost 100% of the plants showing no sign of wilt.

The combination of extreme earliness, yield, and wilt resistance make this a most valuable new variety. It is the best extra early staple cotton we know of and its wilt resistance makes it indispensable to staple growers who have wilt land.

PRICES: Per bushel of 30 lbs., \$3.50; ton lots, \$3.25 per bushel; 15 ton lots, \$3.00 per bushel. Per bag (100 lbs.), \$11.67; ton lots, \$10.83 per bag; 15 ton lots, \$10.00 per bag, f. o. b. Hartsville, S. C., Jackson, Miss., or Memphis, Tenn.



COKER'S PEDIGREED LIGHTNING EXPRESS STRAIN NO. 3

Lightning Express Strain No. 3 is more prolific than any previous strain, has a smaller stalk, a 2% higher lint yield and is earlier—according to all records is one of the earliest of all cottons, either short or long, Strain No. 5 being a little earlier. The seeds are small, come up quickly, the plants are vigorous, grow off quickly, set an early crop which matures rapidly. The foliage is thin, and the sun can reach every boll, so that even with a wet August, the loss from rot is negligible. These qualities, coupled with its high yielding ability a good per cent of lint and a fair degree of wilt resistance, makes this cotton a valuable variety to any grower, but especially valuable to growers with stiff, damp, cold or slow land, and to the growers near the northern limit of the cotton belt. Likewise it will be valuable to those growers who for any reason are prevented from planting until very late. This cotton seems well adapted to the southern margin of the cotton belt, as well as the northern. It made a phenomenal yield at Madison, Florida, in 1924.

PRICES: Per bushel of 30 lbs., \$2.00; ton lots, \$1.90 per bushel; 15 ton lots, \$1.80 per bushel. Per bag (100 lbs.), \$6.67; ton lots, \$6.33 per bag; 15 ton lots, \$6.00 per bag, f. o. b. Hartsville, S. C., Jackson, Miss., or Memphis, Tenn.

A WARNING!

Don't confuse our Company with any other of similar name. Many have placed orders with other companies thinking they were dealing with us.

IMPORTANT!

The length of staple, percentage of lint and seed, and size of boll of any variety of cotton will vary somewhat from year to year due to varying weather conditions. We have described these characters in our various cottons in accordance with their actual records in our tests at Hartsville.



BUSINESS TERMS

PRICES—Our prices are cash with order. If remittance is not sent with order, it means a delay until we can write and receive the amount. Customers who have established their responsibility may have shipments made with sight draft attached to bill of lading. We make no special prices or reductions. We believe our seeds are worth what we charge for them, to one the same as another.

REMITTANCE may be made by personal check, bank check, money order, cash or stamps. We are not responsible for your remittance or order until it reaches us.

TEN PER CENT DEPOSIT—On all cotton seed orders booked prior to December 1st for spring shipment we require a ten per cent deposit of the total amount of the order to be made on or before December 1st. On orders placed after December 1st, for later shipment, a ten per cent deposit is required with order. Customers who have established their responsibility may place their orders for immediate shipment with sight draft attached to bill of lading.

METHOD OF SHIPPING — Small shipments to a distance are usually cheapest by Express or Parcel Post. If you are not sure about cheapest way to have shipment made, send us a sufficient amount to pay charges and we will send cheapest way and return you any balance after paying charges. Large shipments are always cheapest by freight.

PREPAY STATION—If your station is a prepay freight station, the amount of freight charges must be added to your remittance. Shipments to prepay stations cannot be made order notify.

OUR RESPONSIBILITY—Our seed are all carefully tested for germination and purity before they are sent out. Attached to every bag of seed we ship is a card on which is printed the percentage of germination and purity of that particular lot of seed. (See also paragraph under the cap-

tion "Our Claims"). However, under no circumstances will we be responsible for the germination of seed after they have been planted as there are many reasons for imperfect germination of planted seeds other than their vitality, and, in no case do we give any warranty, expressed or implied, as to descriptions, quality or productivity of our seed. If customer does not accept seed under these conditions they are to be returned at once.

YOUR RESPONSIBILITY—Examine your seed when you receive them and test them in any way you see fit. If, for any reason, they are not satisfactory, they may be returned to us within ten days after they are received, in the original package, at our expense, and we will refund entire purchase price. Customers must accept all responsibility for seed which have been in their possession more than ten days as the vitality of any seed may be lessened or killed after leaving our warehouse by subjection to moisture, heat, brine, chemicals, etc. Read carefully conditions stated under the caption "Our Responsibility."

WHEN THE SEED ARRIVE — Our seed are put up in substantial bags and delivered to the railroad in good order. When seed arrive in bad order, do not accept the shipment or pay the freight until your station agent makes a statement to that effect on your receipted freight bill. Send this freight bill to us and we will make claim and collect it from the railway company.

YOUR PROTECTION—Our seed are all sent out in bags labeled "Coker's Pedigreed Seed" and bearing our Registered Trade Mark. Each bag also bears the O. K. tag of our President and is officially sealed before leaving our warehouse. No seed is genuine "Coker's Pedigreed Seed" unless it bears our official O. K. under seal and our Registered "Trade Mark." Protect yourself by insisting upon having only seed bearing our official O. K. tag and Registered Trade Mark.



NOTICE

If you place order with us for cotton seed to be shipped out in November we will allow you a discount of 6 per cent from the prices shown in this bulletin. If you instruct us to ship in December a discount of 3 per cent will apply from prices named in this bulletin. There are no discounts from our prices if seed are ordered to be shipped out after December.

COKER'S
PEDIGREED SEED COMPANY

By D. R. COKER, President.
Hartsville, S. C.